



2014
COMMUNITY
EVENT
SPONSORSHIP
OPPORTUNITIES



EVENT SPONSORSHIP INFORMATION

The City of Maple Valley would like to partner with your company this year! We have many affordable options for you to become involved with the multiple community events we produce throughout the year.

When considering your annual marketing strategies and find that your target market is families living in or around Maple Valley, we have the perfect way to reach them while showing great community support along the way.

As a valued business member in this community, we would like to offer this first look at the many easy and reasonable ways to increase your company's local exposure as well as a great way of showing your community support. All City of Maple Valley programs or events accepting sponsorships will be promoted as follows:

A City of Maple Valley Event
Presented by...
 (Your company's name here)

Deadline for inclusion in the promotion of the enclosed events varies, please call for details. Thank you again for considering this opportunity to become involved in your community.

Contact Information

If you have any questions please do not hesitate to stop by, call or email the Parks & Recreation Department at (425) 432-9953 or visit our website at www.maplevalleywa.gov.

City of Maple Valley Parks & Recreation
Offices located inside the Lake Wilderness Lodge
22500 SE 248th Street
Maple Valley, WA 98038
Fax (425) 432-9974



Independence Day Family Picnic & Fireworks Display

Friday, July 4, 2014
Lake Wilderness Park

The annual Independence Day Family Picnic, concert and fireworks display is Maple Valley's largest community event of the summer attracting over 2,500 residents to Lake Wilderness Park. There are activities for all ages including live music, food for purchase, classic picnic games and contests, interactive activities and the popular Homemade Pie Baking Contest. The event begins at 4:00pm and concludes following the 10:00pm fireworks spectacle over Lake Wilderness.

Title Sponsorships Available

\$5,000 RED Title Sponsor for the event and Firework Show **SOLD!**

All of the below plus:

Large logo included on over-the-street banner for the event

Sponsor banner displayed at the main entertainment stage (banner provided on request)

Sponsor promoted through the City of Maple Valley's Recreation Guide distributed to over 12,000 Maple Valley homes

Provided- an area to market your services, a 10x10 portable tent and table/chairs will be provided if requested. Selling of products or services is not permitted during the event

5 minutes to address and welcome the public

\$2,500 BLUE Event Sponsor **SOLD!**

\$1,000 White Event Sponsor **One available**

All of the benefits below plus:

Logo included on over-the-street banner for the event

Sponsorships Available:

\$500 Main Music Stage **One available**

\$400 Arts and Crafts Booth **One available**

\$400 Face Painting **One available**

\$250 Homemade Pie Baking Contest **One available**

Sponsorship Benefits

- Sponsor name included as part of the City of Maple Valley Mayor's welcome speech
- Company name announced several times during the event
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the event in the local Maple Valley print media
- VIP reserved parking for the event
- Sponsor banner displayed at the main entertainment stage
- Acknowledgement in Recreation Guide distributed to 12,000 households
- All event sponsors will be offered the opportunity to serve as an "Official Pie Baking Contest Judge"



MUSIC IN THE PARK

SUMMER CONCERT SERIES

July & August 2014
Lake Wilderness Park

Experience live music at Lake Wilderness Park's natural amphitheater setting; the **"Best Concert Venue in the Northwest"**. The hugely popular concert series has become a favorite way for friends and families to spend warm summer evenings together. The Thursday evening concerts begin at 6:30pm and the Sunday afternoon "Burgers & Blues" concert begins at 5:00pm. The Music in the Park concert series consists of four concerts and promises to be outstanding.

Sponsorship Levels

\$2,500 Title Sponsor of Four Concerts in the Series

SOLD!

\$1,000 Co-Title Sponsor of Four Concerts in the Series

One available

\$1,000 Co-Title Sponsor of Four Concerts in the Series

One available

Attendance

Concerts draw 800 - 1000 fans per concert

Sponsorship Benefits

- Sponsor name announced several times during each concert
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media
- Title and Co-Title sponsor logos displayed on an over-the-road banner inside the City of Maple Valley city limits
- VIP reserved parking and seating for each concert when requested
- Sponsor banner displayed at the main stage during each concert (banner provided by sponsor)
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 12,000 Maple Valley homes.

Promotion included in the Recreation Guide

For the complete Music in the Park concert line-up please visit the City of Maple Valley's website at www.maplevalleywa.gov.



Family Night Concert & Movie under the Stars

Lake Wilderness Park
Thursday, August 21, 2014

The Movie under the Stars marks the official “goodbye” to summer as we show an age-appropriate movie on a giant 80 ft. inflatable screen. The movie is selected months in advance and is always the talk of the town. This is one event the whole community comes to enjoy. This sponsorship gets you two events for the price of one!

Sponsorship Levels:

\$1000 **STAR Title Sponsor** SOLD!
\$500 **Co-Star Event Sponsor** One available

6:30pm Concert
8:30pm Movie

Attendance:

1,200-2,000 residents of all ages

Sponsorship Benefits:

- **Star** and **Co-Star** sponsor's logos displayed on over-the-road banner inside the City of Maple Valley
- Sponsors may promote to families using a 10x10 ft. portable tent located close to the concession stand. Selling of product or services is not permitted during the event.
- Sponsor name announced before, during the intermission and following the conclusion of the outdoor movie and concert
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media
- VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 12,000 Maple Valley homes.



Annual Kids' Festival

Saturday, July 19, 2014

11:00am-4:00pm

Lake Wilderness Park

The annual Kids' Festival attracts over 2,500 children and adults of all ages. All activities at the Kids' Festival are absolutely free! The festival features hands on activities and crafts, children's games, interactive entertainment shows, food for purchase, inflatable toys, water activities and much more. Become involved with this great festival for as little as \$250.

Sponsorship Levels

\$2,000 RED Title Sponsor	SOLD!
\$1,000 YELLOW Sponsor	SOLD!
\$500 Main Stage Sponsor	One available
\$300 Dunk Tank	One available
\$300 Face Painting	One available
\$200 Sponsor Tiles 11"x22"	Two available
\$100 Sponsor Tiles 11"x11"	Four Available

Average Attendance

1,500+ children and parents of all ages

Sponsorship Benefits

- Sponsor name announced several times during the event
 - Sponsor logo displayed on event posters placed throughout Maple Valley
 - Sponsor name and logo on event programs
 - Sponsor logo displayed on the City of Maple Valley's website
 - Sponsor name appearing in press releases promoting the festival in local Maple Valley print media
 - **RED** and **YELLOW** sponsor logos displayed on over-the-road banners inside the City of Maple Valley city limits
 - VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 12,000 Maple Valley homes.

Please note, the selling of products or services is not permitted during the festival.



BIKE CHALLENGE

Saturday, July 19, 2014

9:00am-11:00am

Lake Wilderness Park

This FREE bicycle race challenges children ages 5-11 to race around Lake Wilderness Park for the fastest time in their age division. Racers are required to wear a helmet to encourage safe riding habits.

Sponsorship Levels

\$500 **Gold** Title Sponsor

\$250 **Bike Challenge Route** Sponsor

SOLD!

Two available

Kids' Festival Bike Challenge Gold Sponsor

(one sponsorship available)

- Name/logo listed on all City-produced marketing materials including event flyers, posters, newspaper ads
- Name/logo on City of Maple Valley website, with the option of linking to own for the duration of event
- Name listed as event sponsor in 12,000 spring/summer recreation guides
- Name recognized from the Kids' Festival main stage during welcoming comments
- Recognition at main event entrance (1)
- Opportunity to make welcoming comments at event
- Promotional booth space (10' x 10') at the event
- Press releases announcing and promoting title sponsorship

Kids' Festival Bike Challenge Route Sponsor

(two sponsorships available)

- Name listed as event sponsor in 12,000 summer recreation guides
- Name and Logo displayed on route signs throughout race
- Name recognized from the Kids' Festival main stage during welcoming comments
- Name included in event press releases
- Promotional booth space (10' x 10') at the event

Please note, the selling of products or services is not permitted during the festival.



Community Holiday Lights Celebration

Wednesday, December 3, 2014
Lake Wilderness Lodge

Do not miss this chance to be a part of the largest display of holiday lights in Maple Valley when the Lake Wilderness Lodge and Arboretum turn on the twinkle. This is a great way to promote your business as many families come to experience the thousands of lights that decorate the Lake Wilderness Arboretum and Park. Holiday treats, caroling and live music performances, children's crafts, and pictures with Santa are only some of the activities offered during the celebration.

Sponsorship Options

\$1,000 BRIGHTEST STAR Title Sponsor	SOLD!
\$800 Co-Star Sponsor	SOLD!
\$750 Train Rides through Arboretum	One available
\$400 Strolling Entertainment	One available
\$300 Holiday Treats	One available
\$300 Arts & Crafts	One available
\$200 Glow Sticks	One available
\$100 Candy Canes	One available

Estimated Attendance

1000-1200+ children and adults of all ages

Sponsorship Benefits

- Sponsor name included as part of the City of Maple Valley Mayor's welcome speech
- Sponsor name announced several times during the event
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the event in the local Maple Valley print media
- VIP reserved parking for the event
- Sponsor banner displayed at the event (banner provided by sponsor)
- Sponsor promoted through the events program distributed to the Maple Valley residents in attendance

Promotion included in the Recreation Guide

Sponsors may promote to families using a 10x10 ft. portable tent located close to the Lake Wilderness Lodge to hand out holiday freebies. Selling of product or services is not permitted during the event.



YOUTH & ADULT SPORTS TEAM SPONSORSHIPS

Spring & Fall Opportunities

Each year more than 800 boys and girls ages 3-6 participate in our youth sports leagues: T-Ball in the spring and Pee-Wee Soccer in the fall. For only \$175 youth sports sponsors can place their business logo and information on the team t-shirts for one team. Teams practice once a week and play in one game each Saturday but the children wear their shirts for years afterwards creating a valuable, walking advertisement opportunity. All youth sports sponsorships make a tremendous impact on our league's success and are tax deductible.



Sponsorship Levels

\$1,200 Title Sponsor

\$175 Individual Team Sponsor or both sports for \$300 if purchased prior to spring T-Ball

*Title sponsorship includes a one-color business logo printed on the back of ALL team t-shirts (coaches and players) in the league, individual team sponsor and your logo printed on the front.

Sponsorship Benefits

- Sponsor logo displayed on game schedule posted on the City of Maple Valley's website
- Sponsor logo displayed on program webpage on the City of Maple Valley's website (title sponsorship only; additional league sponsors may be added)
- Sponsor banner displayed at the field (title sponsorship only, banner provided by sponsor; additional league sponsors may be added)



ADULT SPORTS TEAM SPONSORSHIPS

Year Round Opportunities

Adult Sports Leagues Available

Coed Volleyball
Flag Football

Coed Softball
Slow Break Basketball

Kickball
Fast Break Basketball

Sponsorship Levels

\$400-\$700 Team Fee Sponsor (Entire Fee)

\$200-\$350 Team Fee Sponsor (Partial Fee)

Sponsorship Benefits

Sponsor name appearing each week of the season in the standings posted in the Voice of the Valley



CITY OF MAPLE VALLEY PATRICK'S FIELD SIGN SPONSORSHIP APPLICATION

Permanent Scoreboard

(\$3,000 for initial 3 years, \$1,000/year after)*

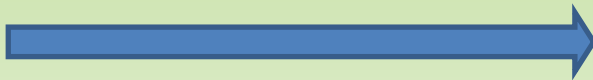


Sponsor's Name and/or Logo for 3 years



Fence Banner (4x6 or 4x8)

Fence Banner Fees: (\$450/\$575 year)



**Sponsor's Banner with
Name and/or Logo**



Fence Location

- **Patrick's Field Right Field Fence**
 - 8' high section
 - 4' high section
 -
- **Patrick's Field Left Field Fence**
 - 4' only option



This is a unique and affordable way to show community support while marketing directly to those who need your product or services.

*Purchasing the scoreboard option includes a three year commitment. The City will provide an additional agreement when purchasing the score board package. Full payment must accompany this application along with graphics/logo in electronic file form

Patrick's Field in beautiful Lake Wilderness Park is the only City owned ball field. It is used for almost every program offered through the Parks & Recreation Dept.

Through this unique option, you have the opportunity for your company to be seen by every visitor in this part of the park.

The annual wide range of activities hosted on the field includes:

- ♦ T-ball and Soccer leagues
- ♦ Adult softball Leagues and tournaments
- ♦ Adult kickball leagues and tournaments
- ♦ Youth classes
- ♦ Field rentals
- ♦ Special events
- ♦ Summer camp activities
- ♦ School activities
- ♦ Many more

Scoreboard Examples



Scoreboard Display – A marketing panel, made of aluminum, or similar material, to withstand weather and elements will be attached to the free standing scoreboard. The panel will display advertising for a business or entity. The scoreboard will be installed half way down the right field fence line and approximately 8 feet above the playing field; it will be viewable to all in attendance for any activity held in the area.



2014 Sponsorship Form

Thank you agreeing to sponsor one of the many events hosted by the City of Maple Valley Parks & Recreation Department. Please take a moment to complete this sponsorship form and return it to the Parks & Recreation Department.

SPONSOR INFORMATION

Company or Organization Name _____

Contact Name and Title _____

Email Address _____

Website to link to (if able) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

SPONSORSHIP OPPORTUNITIES

☐ **Music in the Park**
Performance Date _____
Level _____

☐ **Independence Day Family Picnic & Fireworks**
Level _____

☐ **Family Night & Outdoor Movie**
Level _____

☐ **Kids' Festival**
Level _____

☐ **Youth Sports** ☐ Spring T-Ball ☐ Fall Pee-Wee Soccer
Level: ☐ Team Sponsor (\$175 per team)
 ☐ Title Sponsor (\$1,250 per sport)

☐ **Holiday Lights Celebration**
Level _____

Sponsor Agrees to the Following

The **City of Maple Valley** Agrees to the Following

SPONSOR LOGO

The City of Maple Valley Parks & Recreation reserves the right to use the sponsor logo provided in all advertising material as deemed necessary. If necessary, please indicate any logo use restrictions below.

Sponsor Logo Usage Restrictions

All sponsor logos must be made available in **PDF** or **JPEG** file format. Please email your logo to the department contacts listed below.

Authorizing Signature _____

Date _____

★ ★ ★

Payment by Check

Please make checks payable to
the *City of Maple Valley*

Amount _____

Check # _____

Payment by Visa/MasterCard

I hereby authorize the City of Maple Valley to charge my credit card
for this purchase.

Card # _____ Exp _____ Code _____

Name on Card _____

City of Maple Valley's Tax ID Number is 91-1801854

Mailing Address

Maple Valley Parks & Recreation Department
P.O. Box 320
Maple Valley, WA 98038
Phone (425) 432-9953
Fax (425) 432-9974

Physical Address

Lake Wilderness Lodge
22500 SE 248th Street
Maple Valley, WA 98038

Our Website

<http://www.maplevalleywa.gov>

Department Contacts**Mark Ratcliffe**

Recreation Manager

Mark.Ratcliffe@maplevalleywa.gov

Joseph (Bobby) Quick

Recreation Specialist

Joseph.Quick@maplevalleywa.gov

Jennifer Edelhauser

Recreation Attendant

Jennifer.Edelhauser@maplevalleywa.gov

Office Use Only

Comments _____

Approved by _____ Date _____

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Date _____

★ ★ ★

Payment by Check

Please make checks payable to
the *City of Maple Valley*

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Payment by Visa/MasterCard

I hereby authorize the City of Maple Valley to charge my credit card
for this purchase.

Card # _____ Exp _____ Code _____

Name on Card _____

City of Maple Valley's Tax ID Number is 91-1801854

Mailing Address

Maple Valley Parks & Recreation Department
P.O. Box 320
Maple Valley, WA 98038
Phone (425) 432-9953
Fax (425) 432-9974

Physical Address

Lake Wilderness Lodge
22500 SE 248th Street
Maple Valley, WA 98038

Our Website

<http://www.maplevalleywa.gov>

Department Contacts**Mark Ratcliffe**

Recreation Manager

Mark.Ratcliffe@maplevalleywa.gov

Joseph (Bobby) Quick

Recreation Specialist

Joseph.Quick@maplevalleywa.gov

Jennifer Edelhauser

Recreation Attendant

Jennifer.Edelhauser@maplevalleywa.gov

Office Use Only

Comments _____

Approved by _____ Date _____

MAPLE VALLEY
Recreation

guide

ADVERTISING
INFO & OPTIONS

Affordably reach 12,000+ Maple Valley households by advertising in the Recreation Guide.

Advertising in the Recreation Guide creates opportunities for your business to build awareness and goodwill within the community.

Thank you for partnering with us in the success of the City of Maple Valley's Parks & Recreation services and programs.



Why Advertise in the Activity Guide?

The City of Maple Valley's Parks & Recreation Department offers a tremendous opportunity to market and promote your business and services to the entire Maple Valley community through the Recreation Activity Guide.

Our Guide is the most comprehensive source of information available on City sponsored programs. Those include: special events, athletic, cultural, educational and recreational activities for all ages.

Value:

- The Recreation Activity Guide provides you with a valuable way to promote your business through a publication that connects you directly to involved and active community members.
- The most important benefit to you as the advertiser: This guide stays in the homes and works for you for several months
- Advertising in the Recreation Guide provides you and your business with the unique advantage of reaching over 23,000 residents of Maple Valley directly in their homes. Best of all it is viewed multiple times by multiple readers throughout the period.

THE RECREATION GUIDE IS AVAILABLE AT THESE LOCAL OUTLETS:

Lake Wilderness Lodge

MV Community Center

Lake Wilderness Golf Course

**Maple Valley Black Diamond
Chamber Office**

Maple Valley Library

Maple Valley City Hall

Most TSD offices

Birds Unlimited in Covington

All merchants purchasing ad space may request to have their business added as a Recreation Guide outlet location.

Distribution:

- **Hard Copy:** By advertising in the Recreation Activity Guide, you will reach over 11,600 households and 23,000+ Maple Valley residents directly in their homes, three times each year.
- **Online:** The Recreation Activity Guide is also available 24/7 at www.maplevalleywa.gov and frequently accessed online on the city's website. The site receives approximately 140 visitors per day.
- **Links:** All advertisers receive a link from their ad in the online guide directly to their company website for the duration of the agreement.



Parks & Recreation Department Recreation Activity Guide Advertising Application

Please return this completed form with payment prior to deadline.

Contact information

Company or Organization Name: _____

Mailing Address: _____ City: _____ ZIP: _____

Account Contact: _____ Title: _____

Email: _____ Work Phone: _____ Cell: _____

Payment by Check

____ Check enclosed

Please make checks
payable to The City of
Maple Valley.

Amount: _____

Check # _____

Payment by Credit Card

I hereby authorize Maple Valley Parks & Recreation to charge my credit card for this purchase.

____ Visa ____ MasterCard Account Number _____

Expiration Date: _____ Code: _____ On Back

Print Name: _____
(As it appears on the card)

Agreement:

City of Maple Valley Tax Id Number: 91-1801854

1. This agreement is with the business/firm names above and change of ownership or management will not dissolve agreement or obligations.
2. All fees are due and payable at the time of artwork submission.
3. Advertising fees not paid for in full at time of artwork submission will not be included in printing.
4. Ad placement locations are not guaranteed except with annual agreement.

The undersigned hereby enters into this agreement with the City of Maple Valley for advertising in the Recreation Guide for \$_____ (one time placement) or \$_____ (Annual placement) and understands and agrees to the terms stated. Advertising to begin with _____ edition and end with _____ edition.

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

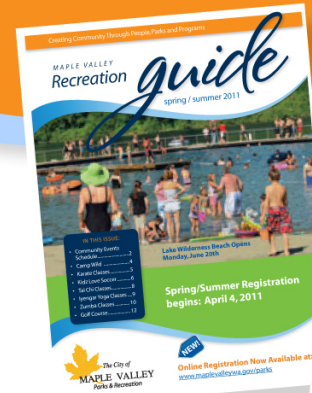
**For more information or to place an ad,
please contact:**

Mark Ratcliffe, Recreation Manager
Jen Edelhauser, Recreation Assistant
Offices in Lake Wilderness Lodge
Email: mark.ratcliffe@maplevalleywa.gov
Jennifer.edelhauser@maplevalleywa.gov
Phone: (425) 432-9953

Advertising & Rate Card

MAPLE VALLEY
Recreation

guide



Print Edition

eMail Edition



Affordably reach 11,600+ Maple Valley households quarterly, advertising in our Print & email Recreation Guide.

Advertising in the Recreation Guide creates opportunities for your business to build awareness and goodwill within the community. Thank you for partnering with us in the success of the City of Maple Valley's Parks & Recreation services and programs.

Upcoming Issues:

Spring/Summer 2014

Artwork & Fee Deadline: 2/11/14

* Mails: 3/14/14

Issue Life: April – August

Fall 2014

Artwork & Fee Deadline: 6/17/14

* Mails: 7/25/14

Issue Life: August – December

Winter 2015

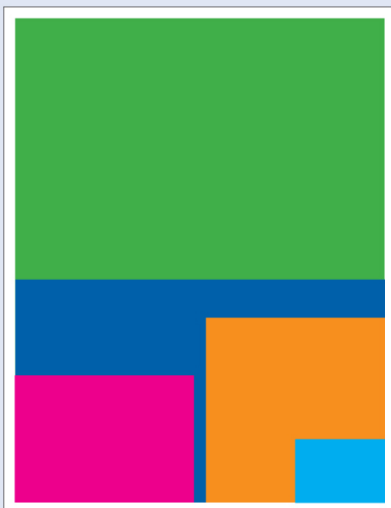
Artwork & Fee Deadline: 10/20/14

* Mails: 11/26/14

Issue Life: December– March

For more information or to place an ad contact:

Mark Ratcliffe, Recreation Manager
Jen Edelhauser, Recreation Leader
Offices in Lake Wilderness Lodge
Email: Mark.Ratcliffe@maplevalleywa.gov
Email: Jennifer.Edelhauser@maplevalleywa.gov
Phone: (425) 432-9953



Ad Sizes and Rates:

Size	1X Rate	*Annual Contract Rate
2" w X 1.375" h	\$225	\$210 x _____
3.875" w X 2.75" h	\$300	\$275 x _____
3.875" w X 4" h	\$450	\$405 x _____
8" w X 4.825" h	\$595	\$535 x _____
8" w X 10.5" h	\$1200	\$1000 x _____

**Requires a signed agreement to advertise in three (3) consecutive publications & guarantees placement*

Artwork Requirements

All ads must be submitted as high-resolution PDF format with fonts embedded. PDFs will be printed in the final publication using CMYK process color printing, and this conversion may alter colors in some ads.

Publishing Details

- Ads space is limited and sold on a space available basis only.
- Ad placement final locations are made by the editor.